

Foundation and Corporate Relations

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Marc D. Morgan

Maryland Environmental Service

***Strategies for moving beyond
restricted grant funds!***



Create Diversity in Your Funding!

- Limited State and Federal funding.
- Increased stream of program/project revenue.
- Community Involvement.
- Larger gifts over a longer period of time.
- Less reporting, more simplified accounting.



Public and Private Foundations!



- Research Public/Private Foundations that have an interest in the work of your agency.
- Develop Relationships with Community Foundations and Grant-Maker Associations.
- Host “Meet-n-Greet” events. Invite potential funders for a site visit.
- Prepare a laundry list of programs/services for funders. Encourage their participation. Engage them in your mission.
- Develop relationships with 501 (C) (3) organizations.



Working with Foundations...

- 1: Foundations have more discretionary funding...**
- 2: Foundations make giving commitments over a longer period of time...**
- 3: Foundations can open more doors quicker than larger state/federal funders...**
- 4: Grants are for a specific project and often times unrestricted...**



The Corporate Appeal

- Consider leveraging funds from local corporations.
- Corporate funds are mostly unrestricted, and easier to obtain.
- What businesses are out there that would have an interest in what your doing???

What Are Your Doing That Is Marketable?

Cause-Related Marketing Partnership

- *Consider Your Image.*
- Carefully select your partner; tell the company how it will benefit them.
- Maintain good communications.
- Apply ethical behavior standards.



Stewardship!!!!



“On-going communication with your donors equals larger gifts”

“Keep donors involved as well as informed”

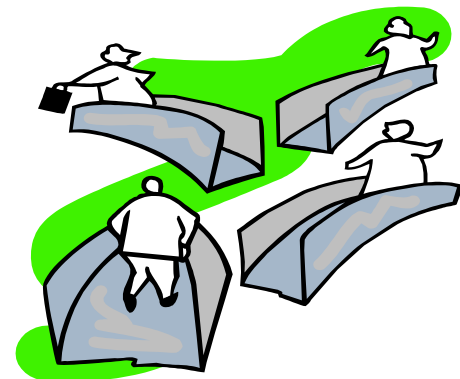
“Get donors involved in your efforts to seek additional funding”

“Finally... Do what you say your going to do...and always say ***THANK YOU!***”

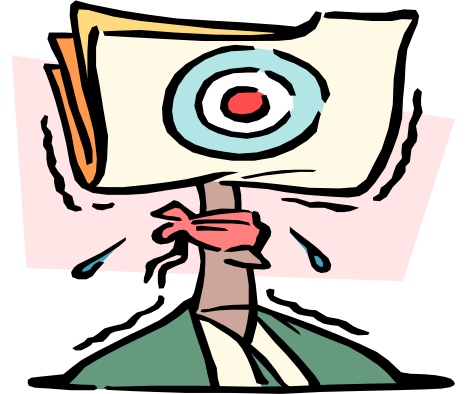
WOW!!

This is Great Marc...Now what do we do???

- First > Assess your organizations needs.
- Then> Develop ideas for programs and projects that meet the organization's needs and could be privately funded.
- Prepare position and concept papers on new programs and projects.
- Research potential funders.

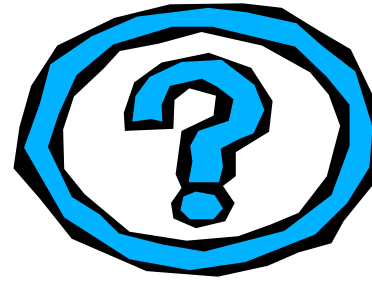


Are *YOU* Still with me???



THE PROCESS....

- Approach selected foundations/corporations for additional information,
- Submit a letter of inquiry,
- Develop goals and objectives for programs/projects and prepare specific plans for implementation.



Then What?

- Draft a proposal, circulate for comment, finalize document, and receive appropriate approvals.
- Submit the proposal by the application deadline.
- Schedule a face-to-face meeting, if possible.
- Await notice of acceptance or rejection from the foundation.

Thank You!!



MARYLAND
ENVIRONMENTAL
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Marc D. Morgan
Director

Office of Corporate and Foundation Relations
Maryland Environmental Service
(410) 729-8206 or mmorg@menv.com